



**AstraZeneca HealthCare Foundation**  
*Connections for Cardiovascular Health<sup>SM</sup>*

## 2019 ANNUAL REPORT

Improving Heart Health  
**A DECADE OF MAKING  
A DIFFERENCE**



GRANTMAKING ♥ PROGRAM REPORTING ♥ EVALUATION  
SUSTAINABILITY ♥ COMMUNICATIONS ♥ CAPACITY BUILDING



## MISSION AND PROGRAMS

***Established in 1993, the AstraZeneca HealthCare Foundation is a Delaware not-for-profit corporation and a 501(c)(3) entity organized for charitable purposes, including to promote public awareness and education of healthcare and to support nonprofit organizations consistent with its charitable purpose.***

### ***Connections for Cardiovascular Health<sup>SM</sup>***

In 2009, the AstraZeneca HealthCare Foundation launched the *Connections for Cardiovascular Health<sup>SM</sup> (CCH)* program. The program was launched thanks to a charitable contribution from AstraZeneca Pharmaceuticals, whose support for the program to date totals \$35 million. The program provides grants and capacity building to nonprofit organizations working in innovative ways to improve cardiovascular health at the community level.

### ***National Breast Cancer Awareness Month (NBCAM) Legacy Program***

Now a legacy program, the Foundation collaborated with a group of national public service organizations, professional medical associations, and government agencies to improve breast cancer awareness, share disease information, and provide greater access to services.

### ***AstraZeneca Employee Disaster Relief Fund***

The Foundation provides modest respite and relief support for AstraZeneca employees affected by federally declared disasters in the United States.

For more information on the Foundation's programs, visit <http://www.astrazeneca-us.com/foundation>.

### ***The Center for Social and Economic Policy Research at West Chester University***

The Foundation's university evaluation partner, the Center for Social and Economic Policy Research at West Chester University in Pennsylvania, provides evaluation support of CCH-funded programs, identifies key learnings based on Foundation practices, assists in sharing lessons learned, and provides representation on the Foundation's grant review committees.





## MESSAGE FROM THE PRESIDENT AND CHAIRMAN

The *Connections for Cardiovascular Health<sup>SM</sup> (CCH)* program was launched ten years ago with a simple mission—to help improve cardiovascular health in the United States through grants to nonprofit organizations working in innovative ways at the community level.

Ten years on, we're so proud of what we and our *CCH* Grant Awardees have accomplished to address a leading cause of death in the country. Over 1.7 million people have been reached, and over 65,000 program participants have had their progress tracked through *CCH*-funded programs. Many of those participants have made lifestyle changes to improve their cardiovascular health. You can explore our “10 Years of Milestones” infographic and participant highlights to learn more.

Looking back, the early years were a time of learning for the Foundation and our first *CCH* Grant Awardees. Over the years, we applied lessons learned and evolved our program to ultimately develop the grantmaking, management, reporting, and evaluation framework. This framework helped support our Grant Awardees' efforts to grow their programs and build capacity for their organizations.

This year, we've continued to learn and grow. We've focused our efforts on sharing lessons learned so, hopefully, others can benefit for years to come. The Foundation and our Grant Awardees have developed program toolkits, been featured on webinars, and presented at conferences, including a number of presentations at the American Public Health Association 2019 Annual Meeting & Expo. We've strengthened our communications efforts, and helped our Grant Awardees understand how communicating about their programs can be a powerful tool in building sustainability.

As we look to the future, we aim to build on the success of the past to reach new communities and share the knowledge that we and our *CCH* Grant Awardees have developed. We hope you will take a few moments to review our annual report, and see how working together with our Grant Awardees helps support our common goal of improving cardiovascular health in the United States.



**Rich Buckley**

*President*

AstraZeneca HealthCare Foundation



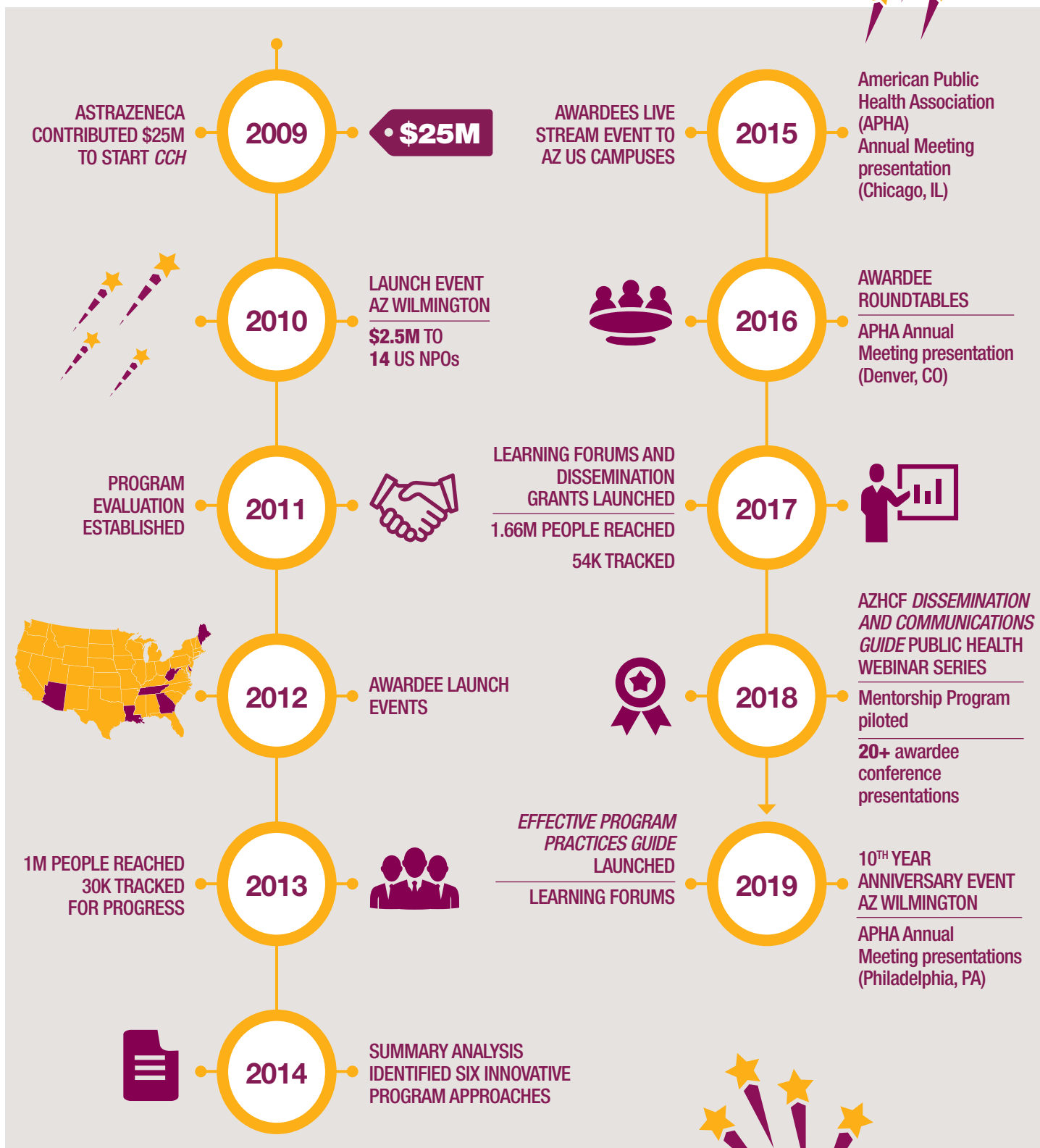
**James W. Blasetto, MD, MPH, FACC**

*Chairman*

AstraZeneca HealthCare Foundation



# CELEBRATING **10 YEARS** OF MILESTONES AND LESSONS LEARNED





## PROGRAM RESULTS/PARTICIPANTS

In 2019

**\$775K**  
awarded in  
grants

**18K+**  
people  
reached

**5,500+**  
participants  
tracked for  
progress

### PROGRAM PARTICIPANTS ACHIEVE MEASURABLE OUTCOMES LIKE:



DECREASED  
WEIGHT  
AND/OR BODY  
MASS INDEX



LOWERED  
BLOOD  
SUGAR



LOWERED  
BLOOD  
PRESSURE  
AND/OR  
CHOLESTEROL



INCREASED  
PHYSICAL  
ACTIVITY



IMPROVED  
NUTRITION AND/  
OR NUTRITION  
KNOWLEDGE



INCREASED  
KNOWLEDGE OF  
CARDIOVASCULAR  
HEALTH



**“Thanks to the program, [I’m] making better food choices and working out has become a part of my daily routine.”**

—Darlene, Program Participant, *Take Control of Your Health*, Mallory Community Health



**“I’ve learned to make better, and healthier, choices. Now I can understand the nutrition labels when I go shopping... I watch what I eat and I’m exercising.”**

—Donald, Program Participant, *SCALE*, West Virginia Health Right Inc



**“This program has made me more conscious of the types of foods that I eat, the importance of exercise, and helped me personally understand what I need to do to improve my health.”**

—Elaine, Program Participant, *Healthy Hearts in the Heart of the City*, University of Mississippi







## CAPACITY BUILDING

### Peer-to-Peer Mentorship Program

This year, to further support capacity building, the Foundation implemented a pilot mentorship program. The program paired newly funded organizations with longstanding CCH Grant Awardees, to help them get their programs off to a successful start. Results were overwhelmingly positive with mentors helping mentee organizations on strategies to achieve participant goals; sharing best practices on program reporting, budgeting, and sustainability; and helping enhance communication efforts.



***“Having Catherine’s Health Center as our mentor has been great. ... Sharing our programs and experiences with one another helps to view things from a different perspective, which in turn results in a stronger program and result.”***

— Asian Health Coalition – Mentee

***“Mentorship... is a best practice... We all get better when foundations foster an environment of collaboration instead of competition... We’re really grateful to be part of this innovative practice, one that we believe is the future for impact-driven change.”***

— Jess Eglinton, Development Director, Catherine’s Health Center – Mentor

***“[For a mentee], the usefulness of having someone a phone call away who has been in the same spot and experienced similar challenges cannot be overstated... and a new program doesn’t have to ‘reinvent the wheel.’”***

— Angie Settle, DNP, CEO, West Virginia Health Right Inc – Mentor

***“The mentee-mentor relationship has been informative to discuss our project similarities and differences, and especially helpful to discuss and receive guidance on specific enrollment and outcome-related questions encountered upon implementation.”***

— University of Mississippi – Mentee





## CAPACITY BUILDING (cont'd)

### Mentor-Mentee Learning Forum

On April 28-29, two of our longstanding Grant Awardees and our three newly funded organizations gathered in Buffalo, NY for a **Mentor-Mentee Learning Forum** co-hosted by the Foundation and CCH Grant Awardee, Mercy Hospital Foundation. Over the course of two days, they were able to learn from each other—as well as our evaluation and communication partners—and see Mercy Hospital Foundation's *Heart Smart for Life* program in action.

### Learning Forum Activities

- Dinner Reception and Award Presentation
- Mentor/Mentee Networking
- Program in Action
- Evaluation Consultations
- Mentorship Workshop
- Program Sustainability Workshop
- Communications Workshop
- Ask the Evaluators Open Forum



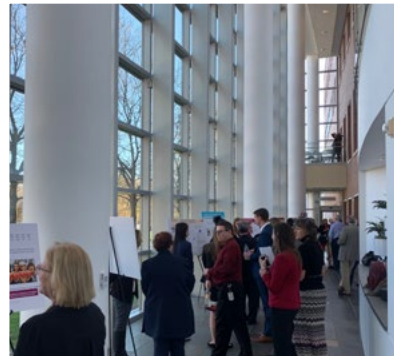




## CAPACITY BUILDING (cont'd)

### 10<sup>th</sup> Year Anniversary Awards and Recognition Event & Sustainability Learning Forum

On November 4, nine current CCH Grant Awardees joined the Foundation in Wilmington, Delaware for the **CCH 10<sup>th</sup> Year Anniversary Awards and Recognition Event**, including a poster session by our awardees. During the event, many of our trustees reflected on 10 years of CCH grantmaking and helped us recognize our Grant Awardees' efforts to improve heart health and share lessons learned. The event also highlighted the Foundation board, officers, staff, and volunteers who have contributed to the success of the CCH program.



The day continued with a **Sustainability Learning Forum** to help our Grant Awardees develop plans to continue their programs beyond our funding, led by experts in sustainability planning from the [Center for Public Health Systems Science \(CPHSS\) at Washington University in St. Louis](#). The workshop included one-on-one consultations for each organization to help them develop sustainability plans.







## CAPACITY BUILDING (cont'd)



***“What we have accomplished together and what we have learned has changed a little after school program from a rural county in Maryland forever.”***

—Kim Umberger, Program Director, *Partnering for Youth Cardio-Fit Project*, Chesapeake Charities Inc

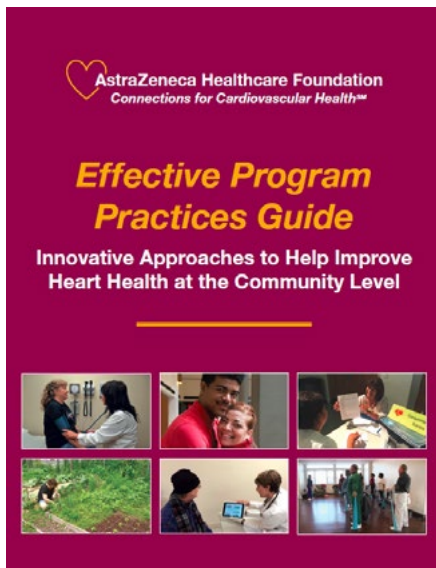
***“It has been a pleasure and a privilege to work with the Foundation these past years. This funding came at a pivotal point in our organization’s growth and has truly enabled us to exponentially expand our services to the most vulnerable in our community.”***

—Karen Kaashoek, Executive Director, Catherine’s Health Center





## SHARING LESSONS LEARNED— ASTRAZENECA HEALTHCARE FOUNDATION



This year, working with our university evaluation partners, the Foundation developed and released the **Effective Program Practices Guide** as an educational resource for other organizations to build their own community health programs. The *Guide* is based on the cumulative work of the CCH Grant Awardee programs and explores six innovative approaches commonly used by Grant Awardees, along with each of their key learnings and challenges. Click the cover to download and explore the complete *Guide*.

On July 2, the Foundation, our evaluation partner, and CCH Grant Awardee Westminster Free Clinic's (Thousand Oaks, CA) Executive Director, Lisa Safaeinili, MPH, RD, partnered with the **Society for Public Health Education** to deliver a webinar to prepare and encourage organizations to further communicate their program impact through program dissemination. The webinar included learnings from Westminster Free Clinic's experiences and the Foundation's [Dissemination and Communications Guide](#), a resource for organizations interested in bringing awareness to their programs, building sustainability, and disseminating key learnings.



In support of our commitment to share lessons learned, the Foundation participated at the **American Public Health Association 2019 Annual Meeting & Expo**, the nation's largest annual gathering of public health professionals, in Philadelphia on November 5-6. The Foundation delivered an oral presentation and had a short [video](#) on capacity building through CCH Learning Forums featured in the Global Public Health Film Festival.

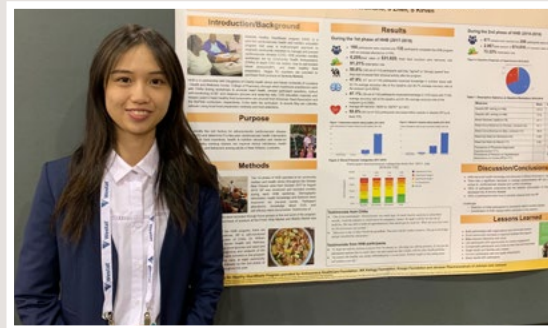
The Foundation's oral session, "[21<sup>st</sup> Century Philanthropy: Achieving Goals for the Funder, the Grant Awardees, and the Communities Served](#)," discussed the Foundation's

grantmaking, management, reporting, and evaluation (GMRE) framework and learnings, including our **Effective Program Practices Guide**, which was developed as a result. Executive Director of Sankofa Community Development Corporation (New Orleans, LA), Rashida Ferdinand, co-presented alongside the Foundation and our university evaluation partners, sharing the organization's *Healthy HeartBeats* program, funded through CCH, and its experiences as it relates to the GMRE framework.



## SHARING LESSONS LEARNED— CCH GRANT AWARDEES

Seven CCH Grant Awardees joined us in presenting at the **American Public Health Association 2019 Annual Meeting & Expo**, and shared lessons learned from their programs through five oral presentations, two poster presentations, and one video in the Global Public Health Film Festival.



In support of our strategy to share lessons learned and broaden the reach of the CCH program, our Grant Awardees also presented throughout the year at a variety of conferences at the state and national levels.

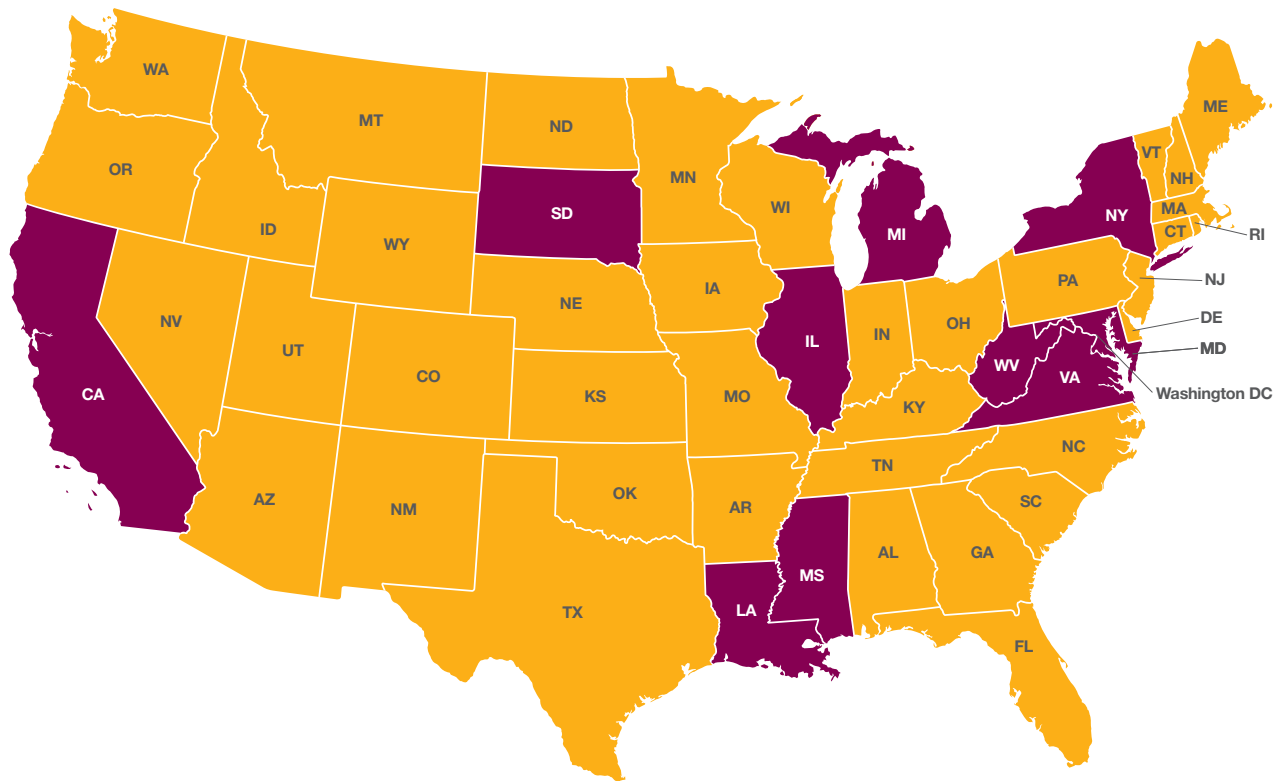






## GRANT AWARDEES

In September 2019, our 2018 Grant Awardees received funding to continue their programs through October 2020 and to work toward program sustainability. Visit our [website](#) for [summaries of each program](#).



### Asian Health Coalition

**CHICAGO, IL**

**PROGRAM:** *CARDIO: Cardiovascular Awareness Recognizing Diet and Integration of exercise Options*

**GRANT AWARD:** \$125,000 (2019)

**Poster Presentation: APHA 2019 Annual Meeting & Expo**

[Implementation of a Culturally-tailored Cardiovascular Disease Wellness Program for South Asian Communities](#)

**Oral Presentation: APHA 2019 Annual Meeting & Expo**

[Volunteer health coaches: A catalyst to improving cardiovascular health outcomes](#)

### Catherine's Health Center

**GRAND RAPIDS, MI**

**PROGRAM:** *Healthy Heart Team/Whole Hearts*

**GRANT AWARD:** \$50,000 (2019)

### Chesapeake Charities Inc

**STEVENSVILLE, MD**

**PROGRAM:** *Partnering for Youth Cardio-Fit Project*

**GRANT AWARD:** \$50,000 (2019)

**Oral Presentation: SHAPE America 2019 National Convention and Expo**

## GRANT AWARDEES (CONT'D)

### Mallory Community Health

**LEXINGTON, MS**

**PROGRAM:** *Take Control of Your Health*

**GRANT AWARD:** \$50,000 (2019)

**Oral Presentation: APHA 2019 Annual Meeting & Expo**

[Take Control of Your Health \(TCYH\): Using innovation to engage and address social determinants of health](#)

**Short Film: Global Public Health Film Festival at APHA 2019 Annual Meeting & Expo**

[Heart Smart for Life: Recruiting wellness program participants through marketing to physicians](#)

### Mercy Hospital Foundation Inc

**BUFFALO, NY**

**PROGRAM:** *Heart Smart for Life*

**GRANT AWARD:** \$50,000 (2019)

### Sankofa Community Development Corporation

**NEW ORLEANS, LA**

**PROGRAM:** *Healthy HeartBeats*

**GRANT AWARD:** \$50,000 (2019)

**Poster Presentation: APHA 2019 Annual Meeting & Expo**

[STEP Into the Heart of Our Community: Healthy Heartbeats as an Innovative Peer-LED Heart Health Program in New Orleans](#)



**Presentation: Diabetes Awareness Conference organized by Sisseton-Wahpeton Oyate of the Lake Traverse Reservation and Indian Health Service**

### Sisseton-Wahpeton Oyate of the Lake Traverse Reservation

**AGENCY VILLAGE, SD**

**PROGRAM:** *Sisseton-Wahpeton Oyate Connections for Cardiovascular Health – Heart of the Nation (HON)*

**GRANT AWARD:** \$125,000 (2019)

## GRANT AWARDEES (CONT'D)

### St. Mary's Health Wagon

WISE, VA

**PROGRAM:** Expansion of Heart Health 1, 2, 3. Comprehensive Cardiovascular Disease Initiative for Diabetes Mellitus, Metabolic Syndrome, and Obesity

**GRANT AWARD:** \$50,000 (2019)

Breakout Session: Virginia State Office of Rural Health Lead Into the Future Together (LIFT) Conference

Poster Presentation: 82<sup>nd</sup> Mississippi Public Health Association Public Health Conference and Annual Meeting

### University of Mississippi

JACKSON, MS

**PROGRAM:** Healthy Hearts in the Heart of the City

**GRANT AWARD:** \$125,000 (2019)



### West Virginia Health Right Inc

CHARLESTON, WV

**PROGRAM:** SCALE (Sustainable Change and Lifestyle Enhancement)

**GRANT AWARD:** \$50,000 (2019)

Oral Presentation: APHA 2019 Annual Meeting & Expo

[S.C.A.L.E.: How one free and charitable clinic in West Virginia is effectively reducing obesity](#)

Oral Presentations: APHA 2019 Annual Meeting & Expo

[Training Youth as Leaders in Public Health: Change agents for addressing health disparities in chronic disease prevention](#)  
[Effective evaluation methods for hard-to-reach immigrant populations in cardiovascular and obesity risk reduction community-based programs](#)

### Westminster Free Clinic

THOUSAND OAKS, CA

**PROGRAM:** Corazones Sanos

**GRANT AWARD:** \$50,000 (2019)





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[@ConnectCVHealth](https://twitter.com/ConnectCVHealth)



[ConnectionsCVHealth](https://www.youtube.com/ConnectionsCVHealth)



AstraZeneca HealthCare Foundation trustees, staff, and partners and CCH Grant Awardee representatives pictured during the April 2019 Mentor-Mentee Learning Forum in Buffalo, NY.



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